

REMARKS

Reconsideration of this application is respectfully requested. Claims 26-35 and 40 are pending in this application. Claims 26-35 and 40 stand rejected.

Claims Rejections - 35 U.S.C. §103

Claims 26-32, 34 and 40 are rejected under 35 U.S.C. §102(b) as being anticipated by **Thibadeau** (USP 5,565,909, previously cited) in view of **Freeman** (USP 5,682,196). Claim 33 is rejected under 35 U.S.C. §103(a) as being unpatentable over **Thibadeau** and **Freeman** in view of **Reams** (USP 5,907,793, previously cited). Claim 35 is rejected under 35 U.S.C. §103(a) as being unpatentable over **Thibadeau** and **Freeman** in view of **Banker** (USP 5,317,391, previously cited). For the reason set forth in detail below, reconsideration of the rejections under §102 and §103 are respectfully requested.

In the previous response, it was argued that none of the cited prior art discloses or suggest the “means for supplying the selected advertising information to the output means in response to reception of a timing signal, said timing signal being a beacon signal.” The Examiner found these arguments to be persuasive. The Examiner has now applied the **Freeman** reference, in combination with the other previously cited references, to teach the claimed “means for supplying...in response to reception of a timing signal, said timing signal being a beacon signal.”

As will be discussed in detail below, it is respectfully submitted that the **Freeman** reference does not disclose or suggest the claimed “means for supplying the selected advertising information to the output means in response to reception of a timing signal, said timing signal

being a beacon signal,” and therefore the various combinations of references do not result in the claimed invention.

Freeman discloses an interactive video system that provides personalized audio responses for multiple viewers. In particular, according to **Freeman**, a large number of viewers watch a 3D video presentation on a large screen 20 (e.g., a movie theater), and each viewer can receive a personalized audio feedback through a set of headphones. See, e.g., col. 2, lines 63-66; col. 3, lines 43-44; and col. 4, lines 56-59.

As shown, e.g., in Figs. 1 and 3a, each viewer wears an interface unit 28, such as a helmet 74, that allows a user to select a particular audio response simply by looking at various options displayed on the screen 20 (see col. 10, lines 46-61). As shown in Fig. 3a, the helmet 74 includes receiving antennas 76, 80 and a partition 72 that function in conjunction with a *reference beacon signal* to determine where the viewer is looking with respect to the various options displayed on the screen 20 by detecting the orientation of the viewer's head (see col. 10, line 62- col. 11, line 22).

The Examiner relies on the *reference beacon signal* disclosed by **Freeman** to teach the claimed “means for supplying the selected advertising information to the output means in response to reception of a timing signal, said timing signal being a beacon signal.” The reference beacon signal is an RF or infrared signal that is generated by an RF or infrared transmitter 24 located at the front of the theater. The orientation of the viewer's head (i.e., looking left, right or straight ahead) is determined by determining whether the reference beacon signal is occluded by

the partition 72, and thus not received by the receiving antenna 76 or the receiving antenna 80.

See col. 11, lines 7-15 and 23-43.

However, it is submitted that the reference beacon signal of **Freeman** is not a “*means for supplying the selected advertising information to the output means in response to reception of a timing signal, said timing signal being a beacon signal.*”

As noted above, the reference beacon signal of **Freeman** is a signal that is used to determine the orientation of a viewer’s head based on whether the reference beacon signal is received by an antenna 76 or an antenna 80 on a helmet worn by a viewer. Based on the detected orientation of the viewer’s head, an individualized audio is supplied to the viewer. However, unlike the claimed invention, the reference beacon signal of **Freeman** is not a timing signal in response to which selected advertising information is supplied to an output means.

Thus, it is the orientation of the user’s head that determines when a particular audio is output to the user. The beacon signal does not determine when (i.e., timing of) a particular audio is output to the use.

Further, **Freeman** is completely silent with respect to outputting selected advertising information received by a digital broadcasting receiving device in response to the beacon signal.

Therefore, it is respectfully submitted that neither **Thibadeau** nor **Freeman** disclose or suggest outputting, in response to a beacon timing signal, advertising information selected from advertising information received by a digital broadcasting receiving device.

Accordingly, it is respectfully submitted that the combination of **Thibadeau** and **Freeman** does not result in the invention recited in independent claim 26. Claims 27-35 and 40

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depend from independent claim 26 and patentably distinguish over the combinations of references for the same reason set forth above by virtue of their dependency on claim 26.

CONCLUSION

In view of the foregoing, it is submitted that all pending claims are in condition for allowance. A prompt and favorable reconsideration of the rejection and an indication of allowability of all pending claims are earnestly solicited.

If the Examiner believes that there are issues remaining to be resolved in this application, the Examiner is invited to contact the undersigned attorney at the telephone number indicated below to arrange for an interview to expedite and complete prosecution of this case.

If this paper is not timely filed, Applicants respectfully petition for an appropriate extension of time. The fees for such an extension or any other fees that may be due with respect to this paper may be charged to Deposit Account No. 50-2866.

Respectfully submitted,

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